POINT BOARD MEETING JULY 1, 1987

PRESENT AT MEETING:

KEVIN KELLY	BOB FULLER - ELIJAH CHAIR
HUEY JOHNSON	DOUG FERGUSON - MAYER FOUNDATION
STEWART BRAND	DOUG CARLSTON

MEETING BEGINS 8:20

AGENDA + WELL FINANCIAL STATEMENT DISTRIBUTED.

REVIEW OF MINUTES, NO OLD BUSINESS

TOM HARGODEN, OF SUPPORT GROUP OFFER FOR WELL

OFFER OF $30,000 TO NETI. WAS ACCEPTED BY THEM

REVIEW OF WELL PROPOSAL

OFFER OF $30,000 CASH WITH 200,000 DEVEL LATER

FULLER - SHOULD WE ACCEPT

KK - YES, WELL IS AT A PLATEAU, NEEDS $ investment to grow. WE WOULD KEEP FREE ACCOUNTS

TOM IS INTERESTED IN KEEPING WELL CHARACTER

HJ - LONG TERM PROFITABILITY? IS THERE A POSSIBILITY OF ~~[illegible]~~ A SHARE OF FUTURE PROFITS

SB - MIGHT BE A GOOD IDEA, COULD TAKE OFF. TO TOM ADVANTAGE TO KEEP POINT INTERESTED TO MAKE SYSTEM GROW

KK - 5% NON-VOTING

DC - 5% VOTING STOCK WOULD BE EASIER THAN

S NON - VOTING

SB, DC, GOOD IDEA

BOB - TRY FOR $30 + 5% IN VIEW OF
S.B.'s INTEREST ARGUEMENT

* DC - T. HAS ALREADY PAID 30 FOR NET1's

FINAL - TRY FOR $30 + 5% IF NO
$27 + 5%

IF NO EQUITY YES TO $30,000 STRAIGHT.

CINDY IN TO PRESENT FINANCIAL
- 1ST. 7 SHARES IBM STOCK DONATED BY
A MANIACAL

HS + DC FAVOR SELLING ON GENERAL PRINCIPLES
NOT IN BUSINESS OF MANAGING PORTFOLIO
GET CASH

SELLING APPROVED

THIS IS 1ST MONTH WE'VE SHOWN PROFIT FOR A WHILE
26,000 PROFIT IN 2ND 1/4 DUE TO 48,000
profit this month
now at about -4,000 LOSS FOR YEAR.
next month will not repeat. CASH DUE TO "IRRESISTABLE
RENEWAL OFFER" CQ BOOK - ONE TIME ONLY

KK IDEA IS TO

① GET $ NOW
② GET SOME FOR DIRECT mail
③ GET GIFTS LATER

CF - BUDGET HAS BEEN CREATED
IN 1ST 1/4 USING BUDGET APPROX 3-5% OVER
MAJOR COSTS - RENT - HAS RISEN DRASTICALLY. SUBSIDIZED $1.35 now
NOVATO RENTS APPROX 1/2. CONSIDERING
r MOVING. BUT OF COURSE, NO CASH TO MOVE
DISCUSSION OF AREA RENTS
DC - $1 to .75 AVAILABLE IN NORTHGATE AREA

SB - "HIDDEN AMENITIES" - REG. OFFICE SPACE AS
IN 150 HAS DRAWBACKS. GARDEN, PART OF
COMMUNITY. ON OTHER HAND - OSSIFICATION
GOOD CHANCE TO RETHINK HABITS
THINK IN THOSE TERMS, NOT JUST FINANCIAL
AS IN PAID VOLLEYBALL DOING-IN - SAVED $10,000
BUT WAS A TRAUMA IN OTHER WAYS
BOB - HOW WOULD IT AFFECT SB's connection
SB - ENORMOUSLY
BF - THAT'S A LOSS. ANOTHER SITE
HS - IN ADDITION TO SB AS AN ASSET
KK HAS GROWN TREMENDOUSLY & SO
S.B.'s MANAGEMENT NOT AS MUCH IMPORTANT
BF - ON-SITE HOUSECLEANING?
KK - GOOD IDEA BUT NO MONEY.

SB – CHANGING ADDRESSES CAUSES PROBLEMS
WITH SUBSCRIBER CONTINUITY

CF – SUMMARISES REPORT – DON'T GET TOO
ROSY A PICTURE. NEXT MONTH WILL BE DOWN

DC – ON REVENUE SIDE HOW DID BUDGET DO?

SB – IS THERE A RULE OF THUMB FOR HOW MUCH %
TO SPEND ON RENT?

DC – NOO REALLY

HJ – HIDDEN ASSETS COMMENT – ASSOCIATION WITH WHOLE EARTH
~~HE WAS TALKING TO A~~ KEEP ANTENNA OPEN, PLACES
ARE GOING EMPTY + SOME LANDLORDS MAY WANT TO
SUBSIDIZE PLACES AND/OR PHILANTHROPIC USES OF
REAL ESTATE, DONATIONS...

SB – HOW ARE TAX CHANGES AFFECTING GIVING

DF – HARD TO SAY SOME SAY YES, HE HASN'T
SEEN IT. PEOPLE GIVE FOR MORE REASONS
THAN TAX LAW. IN LAST 6 MO GIVING ↑
ACROSS BOARD

SB – WHY

DF – DISCRETIONARY INCOME UP + MORE SOPHISTICATED
FUNDRAISING

SB – BOB, HUEY – SEEING ANYTHING LIKE THAT? CAN'T SAY

SB - HAS GOTTEN GREAT RESPONSE TO 1" AD IN
LAST MAG

SO - A MATURING OF THE GIVING/FUNDRAISING
PROCESS

DF - 90% OF GIVING IS INDIVIDUALS
5% FOUNDATIONS
FOUNDATIONS ARE "SHALLOW END" OF THE
POOL & VERY CONSERVATIVE AS A GROUP

KK - HIS GENERATION IS LOOKING FOR ROUTES
TO GIVE INCREASING DISCRET. INCOME

DF - PEOPLE GIVE TO PEOPLE NOT TO CAUSES
IF YOU KNOW SOMEONE, WHO ASKS FOR $
YOU WILL GIVE MORE THAN MAIL
SB SHOULD CONTACT 200 PEOPLE HE KNOWS
W/ SPECIAL RELATIONSHIP TO WHOLE EARTH,
BUT FIRST GET CLEAR ON EXACTLY WHAT
YOU'LL DO WITH
DC - PEOPLE PAY FOR MONUMENTS, NOT OPERATIONAL EXPENSES
KK - WHAT DO INFORMATION AGE MONUMENTS LOOK LIKE?
DF - ENDOWMENTS
YOU NEED A CHUNK OF CASH TO
EMERGE FROM CRISIS MODE

DC - PEOPLE WANT SOME KIND OF ASSOCIATION
& AFFILIATION W/ PEOPLE WHO HAVE PUT
MAG TOGETHER. ORGANIZE A CONFERENCE?

BOB - LETTER TO 200 FROM SB @ $500 ea
WOULD WORK

PLUS INVITE TO A CONFERENCE TO RAISE
MORE

THE WHOLE EARTH GENERATION IS ABOUT TO TAKE
POWER + THE NEED TO KEEP IT FROM DYING NOW IS BIG

DF - NATIONAL VIDEO CONFERENCE WITH S.B
WITH 800 NUMBER, INTERESTING CONVERSATION

BF - MAY BE MORE THAN S.B. WANTS TO BE INVOLVED
IN. WANTS TO PASS THE TORCH

DC - BUT FUNDRAISING IS THE HARDEST THING TO PASS
W/O ANOTHER CHARISMATIC

KK - VIDEO COMBINED W/ WEEKEND?

SB - A LIVE WEEKEND EDITION OF THE MAG

BF - FUTURISTS - MUST BE FORWARD LOOKING

SB - INTRODUCE "BEYOND MANIACAL" LEVEL $10,000
+ LIST THOSE WHO HAVE

DC - WATCH FOR NEGATIVE EFFECT ON CURRENT MANIACALS

SB - CAST AS HORIZONTAL - "ENDOWERS" OR SOME SUCH

KK UPDATE ON APPLE / MICROSOFT / WHOLE EARTH

OPTICAL DISK HYPERTEXT SY

WE DID FEASABILITY STUDY. w/ PROTOTYPE PROPOSAL

HEARD FROM APPLE LAST NIGHT w/ GO AHEAD

$52,000 PROJECT

CURRENTLY APPLE WANTS TO PRODUCE HARDWARE

w / MICROSOFT AS PUBLISHER, WITH WEC DEMO. UNIT

DC - OTHER COMPANIES INTERESTED IN CD-ROM

SO BE CAUTIOUS WITH GETTING TIED TO MICROSOFT

MARKET CURRENTLY WAITING FOR HARDWARE

DON'T SELL PROPRIETARY DATABASE TOO CHEAP

TOO EARLY. SAMPLER APPROACH MAY BE

BEST - GIVES VISIBILITY AND ATTRACTS OTHER

COMPANIES.

~~SB So Ao TM~~

DICK FUGETT ON RADIO PROPOSAL - CIRCULATED PROPOSAL

RT STARTED A YEAR AGO WITH NO MONEY

NOW [redacted] SOME RADIO PEOPLE VERY INTERESTED

NEED PERMISSION TO USE WE NAME AS

PART OF THIS PROJECT, WITH SOME EDITORIAL CONTENT

1/2 HOUR SHOW, MAY BE SYNDICATED ON PUBLIC RADIO

KK - INCLUDE PROVISION FOR BACKSCATTER - TAPES FROM HOME CONTRIBUTORS

- WHAT HAPPENS IF IT STARTS TO TAKE OFF

RF ① RADIO GETS NO $ FROM MAG
② EDITORIAL VETO

– NO MAG STAFF NEEDED

– GIVE IT A TRY, GO-AHEAD.
LET IT DEVELOP ITS OWN LIFE, BUT
IF IT BEGINS TO SHOW SOME $, WE WANT A PIECE

SUGGESTING LIMIT ON TERM OF BOARD OFFICERS
– VARIOUS TERMS DISCUSSED
NO DECISION

INTEREST-FREE LOAN FROM BARRY SILVERSTAINE
TO START UP DIRECT MAIL

DOUG C LEAVES

IN LIEU OF DEFINITE LOAN, LETTER GOING OUT
TO SUPPORTING SUBSCRIBERS.

DF → WAIT! MAY BE USING CREDIT. WHY TWO FUNDRAISING
MOVES?
MAYBE YOU WANT TO HOLD OFF, OR WRAP IT INTO
THE S.B LETTER IDEA

DF - ORGANIZE ALL BACK CONTRIBUTORS, AUTHORS
PUBLICITY RECEIVERS INTO "HOT LIST"
WRITE 200 LETTERS FROM S.B.
COLLECT FROM ALL

BOB - FRAME IT AS A MAJOR WE MOVE TO
SET UP ENDOWMENT AT A CRITICAL
TIME IN THE COUNTRY / WORLD

WILL THIS BE ENDOWMENT? LIVE OFF INTEREST
MORE LIKE ANNUITY, TAKE SMALL PACKETS, CAREFULLY
~~[illegible]~~ & ADD BACK INTO IT IN FAT YEARS.

DISCUSSION OF OTHER POSSIBILITIES

SIGNAL

NOW AT MICROSOFT WHO MAY WANT IT
N.Y. NOT REAL INTERESTED IN IT, AFTER
2 NOT-SO-HOT CATALOGS

MEETING ENDS 10:02